

## **REMARKS**

Claims 17-28 are currently pending in this application.

Claims 1 and 4-8 stand rejected under 35 USC 101 for allegedly being directed toward non-statutory subject matter. In addition, Claims 1, 4-9 and 12-16 stand rejected under 35 USC 102(b) as being anticipated by U.S. Patent Publication No. 2002/0042733 to Lesandrini et al. Applicant will argue the inapplicability of these rejections to the amended claims.

Original independent claims 1 and 9 have been rewritten as independent claims 17 and 23 in the manner suggested by the Examiner in the Office Action. Lesandrini et al. discloses various methods for performing research over the Internet. While Lesandrini et al. discusses gathering information about advertisements or commercials from users, it is respectfully submitted that Lesandrini et al. does not disclose the invention recited in claims 17 and 23. Specifically, Lesandrini et al. does not disclose gathering point and click data from the advertisement being displayed, wherein the point-and-click data comprises at least one location of at least one feature in the advertisement with a greater impact and location of the first feature noticed in the advertisement. While Lesandrini et al. may ask a user to comment on an advertisement which has been shown to the user, Lesandrini et al. does not ask the user to point-and-click on at least one feature of the advertisement while the advertisement is being displayed.

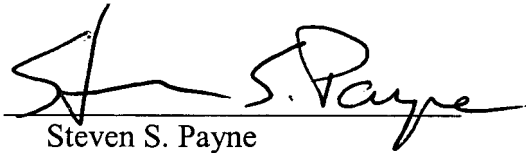
In view of the above, it is respectfully submitted that amended independent claims 17 and 23 are not anticipated by Lesandrini et al. Furthermore, it is respectfully submitted that dependent claims 18-22 and 24-28 are also not anticipated by Lesandrini et al. for at least the reasons set forth above.

In view of the above, it is respectfully submitted that the application is now in condition for allowance. Prompt notice of same is earnestly solicited. If the Examiner believes that a telephone interview may expedite the prosecution of the Application, the Examiner is invited to contact the below attorney at the indicated telephone number.

Respectfully submitted,

Arator IP Law Group, PLLC

By:

A handwritten signature in black ink, appearing to read "S. Payne", written over a horizontal line.

Steven S. Payne  
Registration No. 35,316

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Arator IP Law Group, PLLC  
P.O. Box 65024  
Washington, DC 20035  
Phone: 202-828-9299  
Fax: 202-828-9399